

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/30-09/30	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	SU	1	1	1	\$100.00
2	09/25-10/01	10P-11P	NEWS	:30	\$900.00	TU-F,M	3	1	3	\$2,700.00
*3	09/29-09/29	10P-1030P	NEWS Station Remark: V2 1X NA DT COLLEGE FOOTBALL. MOVE TO M-F OR MG ON SAT/WPMY NEWS. THX	:30	\$900.00	SA	1	1	1	\$900.00
4	09/30-09/30	10P-11P	NEWS	:30	\$900.00	SU	2	1	2	\$1,800.00
5	09/25-10/01	730P-8P	2.5 MEN	:30	\$1,000.00	TU-F,M	1	1	1	\$1,000.00
6	10/01-10/01	8P-9P	BONES	:30	\$4,000.00	M	1	1	1	\$4,000.00
7	09/29-09/29	2P-3P	BIG BANG/2.5 MEN	:30	\$75.00	SA	1	1	1	\$75.00
8	09/25-10/01	1130P-12A	30 ROCK	:30	\$200.00	TU-F,M	1	1	1	\$200.00
*9	09/25-10/01	630P-7P	2.5 MEN Station Remark: V2 PLS INCREASE RATE TO \$600 PER CONVO WITH RICH.	:30	\$500.00	TU-F,M	1	1	1	\$500.00

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC

Estimate# 1431

Buyer Dan Nagelberg

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1431

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

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---REPORT TOTALS---

Report Totals: 12 / \$11,275.00

---SALES MONTHLY TOTALS---

Sep 12: 10 / \$6,375.00

Oct 12: 2 / \$4,900.00

Sales Totals: 12 / \$11,275.00

Station Totals: 12 / \$11,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$112,750	CABL	0%	KDKA	34%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	21%	WTAE	33%				

---COMPETITIVE COMMENTS---

*SHARE ESTIMATED

Books null

Demos RA35+